



Reconciliation Australia  
RECONCILIATION ACTION PLANS



# First

Special Broadcasting Service Corporation

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Action Plan

08/09



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# First Reconciliation Action Plan 2008/09

SBS leads the exploration of the real, multicultural  
Australia and our diverse worlds... for all Australians...  
independently, distinctively and courageously.

## OUR VISION FOR RECONCILIATION

SBS – Six billion stories and counting – shares the stories of all humanity, including the many and varied stories from Indigenous Australia. In doing so, SBS will promote an understanding of indigenous cultures, values and aspirations through the shared human power of stories.

## OUR BUSINESS

SBS's principal function, set out in its Charter, is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society. The Charter specifically requires SBS "to contribute to meeting the communications needs of ... Aboriginal and Torres Strait Islander communities."

SBS is a pioneering broadcaster leading the exploration of the real, multicultural Australia and our diverse worlds, going places that other broadcasters avoid. We are relevant to all Australians and inclusive of a multitude of diverse cultures and perspectives. As an organisation, SBS is independent, distinctive and courageous.

## OUR RECONCILIATION INITIATIVES

SBS's Reconciliation Action Plan will build on the principles of our Charter and the pioneering work already undertaken to foster relationships and respect of Aborigines and Torres Strait Islanders.

This, our first Reconciliation Action Plan, will establish a framework for the ongoing development of initiatives. Ideas and strategies were sourced from Indigenous and non-Indigenous staff, executive and non-executive, from all relevant Divisions including Content (Television and Online), Radio, News and Current Affairs, Human Resources, and Strategy and Communications.

## Relationships

Building and maintaining valuable relationships and partnerships with Indigenous Australians is crucial to SBS's purpose of leading the exploration of the real, multicultural Australia and our diverse worlds.

Action	Responsibility	Timeline	Performance Indicator
Establish a relationship with National Indigenous Television (NITV) for mutual support and assistance in skills acquisition and programming.	Strategy & Communications	December 2008	Agreement formalised.
Establish a formal internal Aboriginal and Torres Strait Islander Committee to investigate and develop practical initiatives that SBS can implement to close the opportunity gap and promote recognition of and respect for Aboriginal and Torres Strait Islander cultures, values and aspirations across SBS's activities, including investigating a recruitment and retention strategy for Aborigines and Torres Strait Islanders.	Strategy & Communications	December 2008	SBS Aboriginal and Torres Strait Islander Committee established, meeting on a quarterly basis and reporting directly to the SBS Executive on a quarterly basis.
Establish a permanent position for an Aboriginal and Torres Strait Islander representative on the SBS Community Advisory Committee (CAC).	<ul style="list-style-type: none"> <li>Strategy &amp; Communications</li> <li>Board</li> </ul>	December 2008	Aboriginal and Torres Strait Islander representative on CAC.
Establish a register of Aboriginal and Torres Strait Islander stakeholder groups to be included in SBS's contact list of community stakeholder groups.	Strategy & Communications	December 2008	Register of Aboriginal and Torres Strait Islander stakeholder groups and contacts established.
Actively support the industry network group proposed by Foxtel in its Reconciliation Action Plan.	Strategy & Communications	June 2008	Relationship established with Foxtel and SBS representative appointed to attend meetings.

## Respect

As a pioneering broadcaster that explores and connects the diverse cultures and perspectives that make up the worlds that we live in SBS recognises and respects the culture and traditions of Indigenous Australians.

Action	Responsibility	Timeline	Performance Indicator
Develop a protocol for acknowledging the traditional custodians of the land at official SBS events and in speeches delivered by the Board and Executive.	Strategy & Communications	August 2008	Protocol developed and applied.
'Welcome to SBS' (induction program) – for delivery to all new staff and to which, in addition, all existing staff will be expected to attend in 2008/09 – revised to include acknowledgement of the traditional custodians of the land.	Human Resources	August 2008	Revised 'Welcome to SBS' induction program being delivered.
'Welcome to SBS Part 2' (in development) – for delivery to all new staff and to all existing staff as required – will contain a section on diversity, including a section on Aborigines and Torres Strait Islanders.	Human Resources	November 2008	'Welcome to SBS Part 2' being delivered.
Acknowledge the traditional custodians of the land for SBS's Sydney and Melbourne offices with appropriate signage.	<ul style="list-style-type: none"> <li>Strategy &amp; Communications</li> <li>Marketing</li> </ul>	August 2008	Signage acknowledging the traditional custodians of the land placed in appropriate positions in SBS's Sydney and Melbourne offices.

# Opportunities

SBS is committed to making a difference to Australia through our collective actions. As an independent, distinctive and courageous public broadcaster SBS can provide a range of opportunities to Indigenous Australians to close the opportunity gap and to enhance the exploration of the diverse cultures and perspectives that make up the worlds that we live in.

Action	Responsibility	Timeline	Performance Indicator
Identify potential for development and implementation of yearly (or shorter or longer, as the case requires) cadetship or intern positions for Aborigines and Torres Strait Islanders across SBS including the News and Current Affairs Indigenous Cadet program (currently 1 year) and the SBS Legal Indigenous law student mentoring program.	Division Directors	July 2008  December 2008	<ul style="list-style-type: none"> <li>Action communicated to Division Directors for consideration and development in 2008/09.</li> <li>Consideration given to making positions available for Aborigines and Torres Strait Islanders within each Division's respective cadetship programs.</li> </ul>
Establish a register of Aboriginal and Torres Strait Islander filmmakers for SBS to approach when commissioning programming for SBS Television.	Content (Television and Online)	December 2008	Aboriginal and Torres Strait Islander Filmmakers Register established and utilised by SBS Television and made available (where permission to do so provided) as a resource on the SBS website and for circulation to interested parties.
Sponsor a forum for independent producers to engage with Aboriginal and Torres Strait Islander filmmakers at an industry conference.	Content (Television and Online)	October 2008	Conference identified, partnership with conference organiser established and forum developed.
Sponsor and support the attendance of an Aboriginal or Torres Strait Islander filmmaker at an international market (e.g. Banff World Television Festival).	Content (Television and Online)	December 2008	Market identified, application process established and suitable SBS mentor/s identified.

## Tracking progress & reporting

Action	Responsibility	Timeline	Performance Indicator
Actions communicated to each Division in a memo to Division Directors for consideration in their forward year planning forums.	Strategy & Communications	June 2008	Directors of each Division notified of actions relevant to their Division.
SBS's Reconciliation Action Plan made available on the SBS website and the SBS intranet.	Strategy & Communications	June 2008	SBS's Reconciliation Action Plan available
Report against Reconciliation Action Plan on a yearly basis in the SBS Annual Report (a publicly available document) using the reporting and tracking guide provided by Reconciliation Australia.	<ul style="list-style-type: none"> <li>Strategy &amp; Communications</li> <li>SBS Aboriginal and Torres Strait Islander Committee</li> </ul>	October 2008	<ul style="list-style-type: none"> <li>Report against Reconciliation Action Plan incorporated into the SBS Annual Report.</li> <li>Annual Report, which is published in October each year, provided to stakeholders and Reconciliation Australia.</li> <li>Report against Reconciliation Action Plan made available on the SBS website and the SBS intranet and communicated to the SBS Board and the SBS Community Advisory Committee.</li> </ul>
Conduct an annual review, including input from Indigenous stakeholders, of SBS's Reconciliation Action Plan in order to evaluate its effectiveness and to consider new initiatives.	Strategy & Communications	January 2009	Review process begins for completion in May 2009, with Reconciliation Action Plan amended as required.

# Corporate plan

The following table shows how our reconciliation initiatives relate to our Corporate Plan goals and related objectives and strategies.

CORPORATE PLAN	SBS RECONCILIATION INITIATIVES
Goal 1: Increase our relevance to all Australians	
<p><b>Objective 1.1</b> <i>Provide a service that is truly unique and relevant</i></p> <p>Create, commission and purchase programming that explores a diverse range of perspectives.</p>	<p>Establish a register of Aboriginal and Torres Strait Islander filmmakers for SBS to approach when commissioning programming for SBS Television.</p>
Goal 3: Perform as an agile and creative organisation	
<p><b>Objective 3.1</b> <i>Foster a positive culture</i></p> <ul style="list-style-type: none"> <li>• Instil SBS purpose, values and brand engagement throughout the organisation.</li> <li>• Build work environments that allow for innovation and promote creativity.</li> <li>• Encourage open and honest communication that builds cross- and intra-divisional cooperation.</li> </ul>	<p>Establish a formal Aboriginal and Torres Strait Islander Committee to propose practical initiatives that SBS can implement to close the opportunity gap and promote recognition of and respect for Aboriginal and Torres Strait Islander cultures, values and aspirations across SBS's activities.</p> <p>'Welcome to SBS' (induction program) – for delivery to all new staff and to which, in addition, all existing staff will be expected to attend in 2008/09 – revised to include acknowledgement of the traditional custodians of the land.</p> <p>'Welcome to SBS Part 2' (in development) – for delivery to all new staff and to all existing staff as required – will contain a section on diversity, including a section on Aborigines and Torres Strait Islanders.</p>
<p><b>Objective 3.2</b> <i>Be a model for modern public broadcasting</i></p> <ul style="list-style-type: none"> <li>• SBS uses unique attributes to establish leadership positions.</li> <li>• Learn from world-leading public and commercial broadcasters.</li> </ul>	<p>Sponsor a forum for independent producers to engage with Aboriginal and Torres Strait Islander filmmakers at an industry conference.</p> <p>Sponsor and support the attendance of an Aboriginal and Torres Strait Islander filmmaker at an international market (e.g. Banff World Television Festival).</p>
Goal 4: Build and maintain valuable relationships and partnerships	
<p><b>Objective 4.1</b> <i>Strengthen links with communities and other stakeholder groups</i></p> <ul style="list-style-type: none"> <li>• Strengthen SBS's relationship with community groups.</li> <li>• Gain support from community groups in delivery of SBS services.</li> </ul>	<p>Establish a permanent position for an Aboriginal and Torres Strait Islander representative on the SBS Community Advisory Committee (CAC).</p> <p>Establish a register of Aboriginal and Torres Strait Islander stakeholder groups to be included in SBS's contact list of community stakeholder groups.</p> <p>Develop a protocol for acknowledging the traditional custodians of the land at official SBS events and in speeches delivered by the Board and Executive.</p> <p>Acknowledge the traditional custodians of the land for SBS's Sydney and Melbourne offices with appropriate signage.</p>
<p><b>Objective 4.2</b> <i>Strengthen local and international partnerships</i></p> <ul style="list-style-type: none"> <li>• Form creative relationships that deliver the best ideas and content across all SBS platforms.</li> <li>• Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes.</li> </ul>	<p>Establish a relationship with National Indigenous Television (NITV) for mutual support and assistance in skills acquisition and programming.</p> <p>Identify potential for development and implementation of yearly (or shorter or longer, as the case requires) cadetship or intern positions for Aborigines and Torres Strait Islanders across SBS including the News and Current Affairs Indigenous Cadet program (currently 1 year) and the SBS Legal Indigenous law student mentoring program.</p> <p>Actively support the industry network group proposed by Foxtel in its Reconciliation Action Plan.</p>



## SBS Sydney

### Postal Address

Locked Bag 028 Crows Nest NSW 1585

### Street Address

14 Herbert Street Artarmon NSW 2064

Telephone 02 9430 2828

Facsimile 02 9430 3700

## SBS Melbourne

### Postal Address

PO Box 294 South Melbourne VIC 3205

### Street Address

Alfred Deakin Building Federation Square

Cnr Flinders and Swanston Streets Melbourne VIC 3000

Telephone 03 9949 2121

Facsimile 03 9949 2120

[www.sbs.com.au](http://www.sbs.com.au)

TTY 1800 502 828

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